

CASE STUDY: University of Colorado Boulder—In-plant Shop Meets Demand

Organization

University of Colorado Boulder Imaging Services

Profile

Imaging Services has been the university's print shop since 1923 and is operated by nine full-time employees and six part-time students.

Challenge

Imaging Services needed a solution to produce 4-color runs that were too long and costly for their HP Indigo. In addition, they needed to capture more outsourced work. The solution would also have to meet the university's environmental requirements.

Solution

A Certified Pre-Owned Presstek 34DI press

Results

- Cost savings on every job transferred to the Presstek 34DI from the HP Indigo
- High customer satisfaction with print quality
- Meeting the university's environmental goals
- Capturing a higher percentage of the university's total print volume
- Able to retire a 2-color conventional press and easily transition operators

CU-Boulder Lowers Costs, Raises Quality with a Presstek 34DI Digital Offset Press

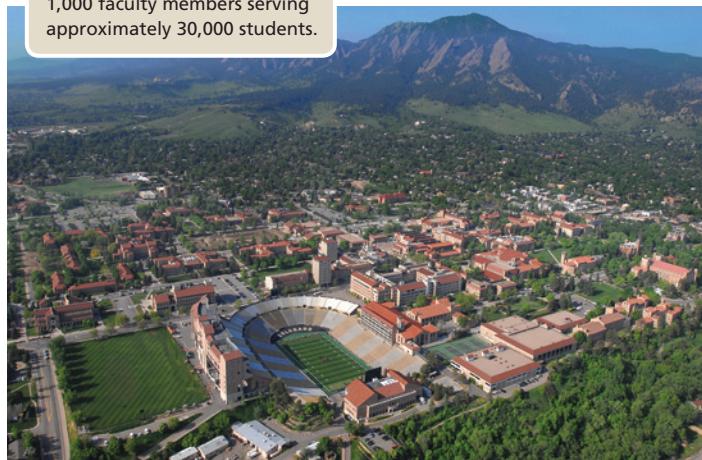
Imaging Services, the in-plant printer for the University of Colorado Boulder, was seeing a growing demand for 4-color runs that were too long and costly to produce on their HP Indigo. They needed a solution to cost-effectively produce this work in-house and capture outsourced work. They also needed a solution with a small physical and environmental footprint.

Al Goranson, Manager of Imaging Services, and his staff saw that a Presstek DI® press was an optimum solution. "As a university auxiliary operation," Goranson explains, "we must generate enough printing revenue to cover our costs and any investments we need to make. Additionally, we are not permitted to calculate ROI based on work we don't already have. The opportunity to purchase a certified pre-owned DI press made the acquisition process relatively easy and positions us well for future growth." Goranson was able to justify the acquisition based on the volume of existing 1,000+ run lengths it would be able to transfer from its HP Indigo and more cost-effectively produce on the Presstek DI.

In addition to being space-constrained, Imaging Services is located on the second floor of its building. Presstek worked closely with Imaging Services during the installation, delivering the press in components in order to accommodate various weight and space restrictions, and reassembling it in the shop.

Continued on reverse

CU-Boulder has more than
1,000 faculty members serving
approximately 30,000 students.



"Our customers have been extremely pleased with the quality the Presstek 34DI delivers."

"Presstek is a terrific partner, and I look forward to working with them as we continue to grow."

For information about Presstek digital solutions, or for a schedule of demonstrations, visit
www.presstek.com
or call 1-800-524-0003 x3599.

Case Study:

**University of Colorado Boulder—In-plant Shop Meets Demand
Continued**

"We have had terrific support from Presstek both during and after installation," says Goranson. "It was a complicated installation, and it went flawlessly. Since the installation, we have been visited by a number of Presstek representatives to make sure all is well. I am extremely impressed by their support and the level of attention they are paying to ensure that this is a success, both for them and for us."

Meeting Every Expectation

Within the first two weeks after installation, Goranson is happy to report that every job the shop has transferred from its Indigo to the Presstek 34DI has shown a substantial cost savings. Goranson also reports that he has been able to retire one of his two 2-color presses, and his press operators are thrilled to be operating the Presstek 34DI and delivering high quality work to customers.

Pleased with the small environmental footprint of the Presstek 34DI, Goranson says, "We have strict environmental regulations to comply with. Our environmental folks were delighted with the DI's chemistry-free platemaking, waterless printing, and reduction in VOCs."

With the Presstek 34DI in place, Imaging Services is on its way to a more profitable operation, as well as on a path to growth. "We believe our target of capturing at least 30 percent of the university's total print volume is well within our reach," Goranson states. "Our customers have been extremely pleased with the quality the Presstek 34DI delivers. In one case, we printed a post card which had been done the previous year by an outside source on a 40" 5-color conventional offset press. Comparing samples, our customer agreed that the quality from the 34DI was as good as or better than the larger press. And, with a run length of only 3,000, we were able to be much more competitive than a conventional offset operation could ever be."



Al Goranson

A Terrific Partner

"I am very happy with Presstek," Goranson concludes, "and the entire manner in which this project was handled. From the beginning of the sales cycle through post-sale support, they have been extremely impressive. I have full confidence in their professionalism, and the skills of their technicians, trainers and installers. They are dedicated to making sure we know how to operate the press most effectively. Presstek is a terrific partner, and I look forward to working with them as we continue to grow." ■

